Norman is a real person and is our expert head of Quality Assurance. Norman appears here to bring to your attention features, technical or quality issues.

More importantly the reasons why, on occasions, it's worth paying a little more for a product that may look similar to a cheaper alternative but is much better.

norman says

10X EXTRA LIFE WHEN YOU CHOOSE TITANIUM NITRIDE COATED BITS

Our Titanium Coated Screwdriver Bits use the same base material as our standard bits (52 steel), but are plated with titanium nitride. This results in surface roughness to stop 'cam-out' and is an extremely hard finish, extending the life of the bit by up to 10 times!

